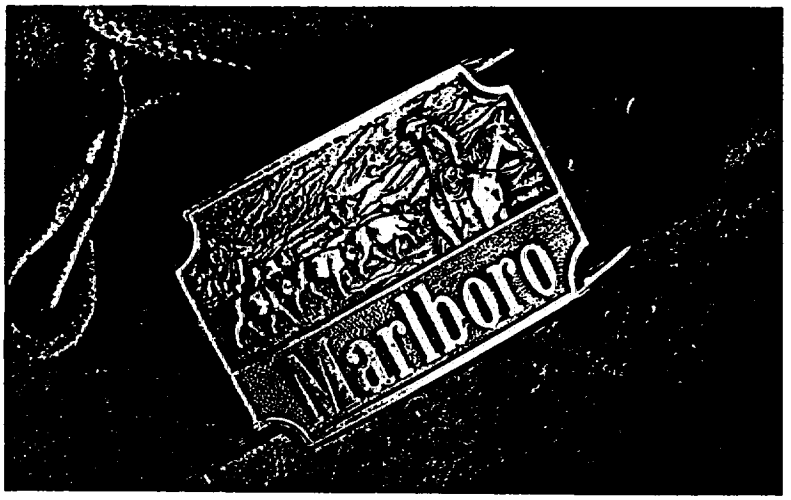
Marlboro announces another great consumer promotion.



The Marlboro Belt & Buckle offer. April 30-June 24

We've taken a specially designed hand-brushed, antique-finished Marlboro Buckle and hitched it to a top-grain steerhide leather belt.

We're offering it to your customers for only $4.50 (plus 2 end labels from any pack or box of Marlboro) through strong point-of-sale and extensive media exposure including 4 color ads in Playboy, True, Motor Trend and Sports Illustrated with a total circulation of over 9 million.

Marlboro is the fastest growing major cigarette brand in the U.S. Sales in 1972 were up 17%.

Don't get caught short. Take advantage of the additional sales that will come from this Belt & Buckle Offer.

Come to where the profits are.
Come to Marlboro Country.

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Source: https://www.industrydocuments.ucsf.edu/docs/syk00000